



**Fashion Institute
of Technology**

www.fitnyc.edu

DIRECTOR OF MAJOR GIFTS

➤ **THE SEARCH**

The Fashion Institute of Technology (FIT), a college of the State University of New York (SUNY), is the premier educational institution for fashion, design, and related professions. FIT provides an unmatched combination of specialized curricula, an in-depth liberal arts education, and an extraordinary location in the center of New York City - world capital of art, fashion, and business. With unmatched ties to private industry, the College's faculty - drawn from the City's art, business, and design elite – interweave creativity and commerce to provide a curriculum rich in real-world experience.

Led by President Joyce F. Brown, the College is implementing its strategic plan – *The FIT Challenge: 2020 - FIT at 75, Bringing the Future into Focus*. This plan will further position FIT as an internationally acclaimed center of creative innovation. In response to the strategic goals to enhance alumni relations and strengthen FIT's philanthropic support, the Division of Institutional Advancement – led by Loretta Lawrence Keane, the Vice President for Advancement and External Relations – has a new and expanded organizational structure. The Director of Major Gifts is an integral senior member of this growing team.

With the goal of building organizational capacity to increase philanthropic revenue, the College seeks an entrepreneurial fundraising leader to serve as the Director of Major Gifts. FIT has retained Freeman Philanthropic Services, LLC (FPS) to assist in this recruitment.

The Director's main charges are to build the major gifts function, help foster a culture of philanthropy at the College, and grow philanthropic revenue. Reporting to the Vice President and working closely with colleagues, the Director will create, build, and manage the infrastructure and advancement of the major gifts program. As such, he or she will have the opportunity to expand the team over time and strategically grow the operation to effectively expand capacity.

In collaboration with the Vice President, the Director will build relationships with President Brown, Board members, deans, faculty, staff, alumni, and friends to promote communication and engagement in fundraising activities. Critically, he or she will proactively meet with College leadership and faculty to gain a substantive understanding of their funding needs. Using that knowledge, the Director will creatively align the College's major gift funding priorities with those of individuals, foundations, and corporations.

The Director will bring an established track record of building philanthropic revenue and expanding a major gifts program, ideally within a complex environment. In addition to the proven ability to build, manage and mentor a growing team, he or she will have the demonstrated capacity to creatively engage participation from wide-reaching and diverse constituencies, as well as a commitment to the highest standards of professionalism and fundraising best practices.

The Director will have proven success in building his or her own prospect portfolio and leveraging major gifts. He or she will have experience with all aspects of fund raising (including annual fund, direct mail, telemarketing, internet fund raising, prospect research, and stewardship) with an emphasis on major gifts, as well as a working knowledge of foundation and corporate relations.

The Director will be a collaborative team player, with the ability to prioritize and adapt to emerging needs. He or she will have the capacity, creativity, and drive to thrive in the College's dynamic and diverse community. Experience raising support in the New York City philanthropic market is strongly preferred.

➤ **THE FASHION INSTITUTE OF TECHNOLOGY**

The FIT mission statement reads, "The Fashion Institute of Technology prepares students for professional excellence in design, fashion, and business by providing the premier educational experience that fosters creativity, career focus, and a global perspective."

In 1944, apparel industry leaders organized the Educational Foundation for the Fashion Industries, obtaining a charter from the New York Board of Regents to establish a "fashion institute of design and technology." Charged with nurturing and educating future leaders for the constantly evolving fashion industry, The Fashion Institute of Technology opened its doors to 100 students its first semester.

Today, 10,000 full- and part-time students major in more than 40 different subjects at FIT's nine-building campus. The College's academic facilities reflect the most advanced educational and professional practices, and include design and fine arts studios; a broadcasting studio; cutting and sewing laboratories; a design/research lighting laboratory; display and exhibit design rooms; a fragrance development studio; a knitting lab; a model-making workshop; a multimedia foreign languages laboratory; a graphics printing service bureau; a library containing over 300,000 volumes, 90 searchable databases, and specialized resources like clipping and sketch files and trend forecasting services; and the renowned Museum at FIT, the only museum in New York City solely dedicated to the art of fashion.

A selective, State University of New York (SUNY) college of art and design, business and technology, FIT offers more than forty programs leading to associate's, bachelor's, and master's degrees. Field trips, guest lectures, internships, and sponsored competitions draw upon the vast resources of New York City, and introduce students to the challenges and opportunities of their chosen discipline. All of FIT's undergraduate programs are built upon a core of traditional courses in the humanities, providing students with critical thinking abilities, communication skills, and a global perspective. FIT offers lifetime placement to all of its 100,000 alumni (which includes industry leaders such as Calvin Klein, Norma Kamali, David Chu, Ralph Rucci, Nanette Lepore, and Chris Madden) with a graduation employment rate of nearly ninety percent.

The College is governed by the Board of Trustees, comprised of members who make the industry their lives' work and are committed to the development of talent in order to fuel those industries. Currently, the Board is chaired by Edwin A. Goodman and vice chaired by Elizabeth T. Peek.

FIT President – Dr. Joyce F. Brown

Dr. Brown, a highly regarded educator and academic administrator, has had over 30 years experience in public higher education. She held a number of senior administrative posts at the City University of New York (CUNY) before arriving at FIT in 1998, including acting president of Bernard Baruch College and vice chancellor of the university. Prior to her appointment at FIT, she was professor of clinical psychology at the Graduate School and University Center of CUNY, where she is currently professor emerita. Dr. Brown also served as a New York City deputy mayor for public and community affairs during the David Dinkins administration.



*Anna Rasinskaya
Fashion Design, BFA*



*Toy Prototype by Adriana Bamber
Toy Design BFA*



The FIT Challenge: 2020 - FIT at 75, Bringing the Future into Focus

“The broad vision and five strategic goals in [FIT’s strategic plan] reflect a community-wide consensus and sense of momentum – and eagerness to move ahead. As we look 15 years and beyond, I believe FIT will be a strong, enriching, globally connected, career-oriented college that is, in addition, nationally and internationally acclaimed as a center of creative innovation.”

Dr. Joyce F. Brown
President
FIT

FIT’s hallmark is extraordinary career education, exemplified by significant and far-reaching connections to industry. Its name is a proud acknowledgement that the College has remained true to its original mission to educate individuals for careers in the fashion industry. And yet, as the industry has transformed itself dramatically over the decades, so too has FIT.

Since President Brown began her tenure, activities at all levels of the College has increased exponentially: the full-time faculty has increased by 20-percent since 2006 (to 266 in 2008); ten new degree programs have been added; three new construction projects have been completed; the College’s first capital campaign was successfully completed three years ahead of schedule; and government support increased in 2008.

The FIT Challenge: 2020: FIT at 75, Bringing the Future into Focus is the next stage of the College’s organizational evolution. The strategic planning process itself was a sustained effort to take account of the College’s current strengths and prospects, to formulate a vision for its continuing progress, and to outline a plan for reaching its strategic goals by 2020.

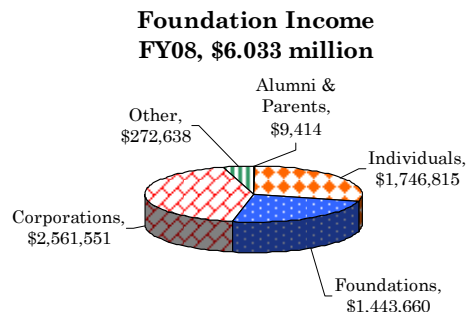
The vision of FIT in 2020 is of a college that is academically strong as well as student centered; an institution that builds on the excitement and creativity of New York City while also exhibiting the global reach that has become the hallmark of the nation’s best institutions of higher education; in short, an FIT that is innovative, globally connected, and purposefully diverse.

The Foundation

This position is funded by the Educational Foundation for the Fashion Industries. The Foundation is a separate 501(c)(3) organization. The special relationship between the College and Foundation creates valuable opportunities to share knowledge and experience. The Foundation’s board members, who include today’s leaders and innovators from throughout the fashion and related industries, serve on panels and appear as special lecturers, enabling students to meet outstanding representatives from the fields of industrial production, labor, design, merchandising, and the arts.

In 2001, FIT’s first capital campaign – *Dress for Success* – was completed three years ahead of schedule with the support of the first multi-million-dollar gift to the College. Currently, the \$10 million *Endowing Excellence* campaign for scholarship support is nearly at closure.

In the last three fiscal years (2006 – 2008), the Foundation has raised approximately \$16 million from alumni, parents, friends, foundations, and corporations. As of February 2009, the Foundation’s endowment was \$24.36 million.



In 2008, FIT retained outside fundraising counsel to conduct a development assessment and make recommendations to facilitate the College’s long-term philanthropic capacity. Among the recommendations for the Division of Institutional Advancement and External Relations was FIT’s need to build a staff experienced in major gift fund raising from individuals, as well as from corporations and foundations.

➤ **IMPORTANT RELATIONSHIPS**

The Director of Major Gifts will report to the Vice President for Advancement and External Relations.

The Director will manage three direct reports. As the operation grows over time, the Director will have the opportunity to build, recruit, guide, and mentor staff. As the capacity expands, the Director will oversee the functions of major gifts, alumni and faculty relations, annual giving, prospect research, stewardship, foundation relations, and corporate relations.

The successful candidate will assist the Vice President in supporting the President and the members of the Foundation Board, as appropriate. He or she will build strong relationships and communications with deans, faculty, colleagues, and alumni throughout the College community. With the Vice President, the Director will work with senior leadership to identify funding opportunities, advise on effective development strategy and techniques, and carry out identification, cultivation, solicitation, and stewardship strategies. He or she will also work individually and with staff to identify, recruit, and support volunteers to carry out cultivation and solicitation efforts. In addition, he or she will also work with outside fundraising counsel.



➤ **KEY OPPORTUNITIES & CHALLENGES**

As a senior member of the Institutional Advancement team, the Director of Major Gifts will be expected to contribute broadly to all aspects of the fulfillment of the College's mission and growth. FIT seeks an experienced and entrepreneurial development professional with both the capacity and the demonstrated track record to respond effectively to the following opportunities and challenges:

- Establish strong working relationships with the Vice President for Advancement and External Relations, the President, Board members, College leadership and faculty, and alumni, as appropriate;
- Plan, build, and manage the infrastructure for individual giving, including the establishment of goals and processes that will ensure staff accountability, maximum effectiveness, and fundraising best practices;
- Recruit, manage, and mentor the major gifts team;
- Assist the Vice President in crafting and executing a long-term fundraising plan for individual giving;
- Proactively meet with College leadership and faculty members to gain a substantive understanding of their funding needs and help foster a culture of philanthropy across the College;
- Oversee the engagement and stewardship of alumni and current donors through consistent communication and engagement, while proactively and systematically identifying and cultivating new prospects;
- Expand and grow philanthropic revenue by creatively aligning the College's funding priorities with those of individuals, foundations, and corporations;
- Engage the President, Board members, and other senior leadership in strategic solicitation and cultivation activities, as appropriate;
- Support and staff the Foundation board members in collaboration with the Vice President;

- Coordinate an effective program for comprehensive, innovative donor and alumni support and stewardship; instill the importance of stewarding all gifts and involvement in ways that strengthens interests in, and satisfaction with, the College;
- Build and maintain a select portfolio of prospects; design and execute identification, qualification, cultivation, solicitation, and stewardship strategies for each prospect and determine the best strategy for cultivation and solicitation;
- Contribute to an institutional environment where teamwork, collaboration, and dedication are expected and required.

➤ **IDEAL QUALITIES & EXPERIENCE**

The Director of Major Gifts will be an effective team player with the experience necessary to effectively lead the College's major gifts program. The ideal candidate will possess the following attributes and experience:

- Credibility to collaborate effectively with senior leadership, deans, faculty, staff, alumni, and volunteers;
- Capacity building: a track record of scaling and managing a major gifts operation that resulted in increased capacity and marked growth;
- Management experience, including the proven ability to effectively build, recruit, and mentor a team;
- Experience with all aspects of a comprehensive individual giving operation (including major gifts, annual fund, direct mail, telemarketing, internet fund raising, prospect research, and stewardship), as well as a working knowledge of foundation and corporate relations;
- Track record in expanding philanthropic revenue within a complex environment;
- Ability to successfully staff and soliciting major gifts, including the design and execution of identification, qualification, cultivation, solicitation, and stewardship strategies;
- A facilitator – proven experience supporting and engaging College leadership and faculty in fund raising;
- Proven success in actively building a prospect portfolio;
- Resourceful, proactive, and energetic;
- Collaborative team player, who is highly responsive, agile, optimistic, and results-oriented;
- Commitment to the highest standards of professionalism and fundraising best practices;
- Experience raising support in the New York City philanthropic market strongly preferred;
- Master's Degree desirable; Bachelor's Degree required.

➤ **COMPENSATION**

Compensation will be both competitive and commensurate with the successful candidate's background and experience.

➤ **INQUIRIES, APPLICATIONS & NOMINATIONS**

Confidential inquiries, applications, and nominations should be directed to Freeman Philanthropic Services, LLC at FIT.MG@glfreeman.com

The Fashion Institute of Technology is an Equal Opportunity/ Affirmative Action Employer and is strongly and actively committed to diversity within the community.

